



**For more information, contact:**

Debi Moses  
Director of Sales, EZYield  
[dmoses@EZYield.com](mailto:dmoses@EZYield.com)  
Tel: +1.407.629.0900

**Media Inquiries, contact:**

Andrea Roland  
Plan A Public Relations & Marketing, Inc.  
[andrea@planapr.com](mailto:andrea@planapr.com)  
Tel: +1 407.905.0608



**CAMINO REAL**

**FOR IMMEDIATE RELEASE:**

## **EZYield.com Provides Lifeline for Strategy Shift at Mexico's Camino Real Hotels**

Winter Springs, Fla. — January 14, 2010 — EZYield.com, the originator of automated online channel management solutions for the worldwide hospitality industry, today announced that their technology was instrumental in the recovery of Mexican hotel chain, Camino Real Hotels, following the recent Swine Flu scare's devastation on the region's hospitality industry. Using EZYield.com, the chain was able to quickly execute changes in revenue management strategy that assisted them in stabilizing sales and combating their plummeting occupancy levels.

Even though Camino Real had been using the EZYield.com system for several months before the economic challenges that resulted from the disease outbreak began, it wasn't until the "storm" passed that Camino Real Hotels realized how the basic fundamentals of the EZYield.com technology -- ease of use, time savings and accuracy -- had helped them to quickly recoup the income they had lost over the preceding weeks.

"As the Swine Flu became more controlled and we knew that we were going to begin seeing renewed interest in our properties, we had to again change strategies in all of our hotels right away," commented Margarita Puente, E-commerce manager for Camino Real Hotels. "EZYield.com made it easy to adjust our strategy by allowing us to quickly and accurately update all of our third party channels. I couldn't imagine being able to accomplish the amount of work that needed to be done in such a short amount of time, prior to having this technology."

Using EZYield.com, Puente and her staff were able to adjust their rates and allotments quickly, avoiding any additional loss in property income and promptly raising awareness of their properties across all online channels.

“With EZYield.com, not only were we able to place our properties in the forefront of the minds of potential guests, but we were able to upsell more room categories as travelers continued to show increased interest in Mexico and our resorts,” stated Puente.

Being able to continuously drive sales requires tweaking, testing and examining reports to implement the best possible strategy for a specific property. Once actionable conclusions are reached, they must be implemented quickly, so that new strategies can be evaluated and created.

“EZYield.com has the best technology to handle our online revenue management. It has freed up at least 15 hours a week, we are more dynamic in updating our channels, and we’ve been able to take a microeconomic approach to each property’s ability to drive online revenue and adjust accordingly,” continued Puente.

For EZYield.com CEO Ed St. Onge, those remedies are exactly what the doctor ordered. “Recovering from an international scare that enveloped an entire country takes a great amount of work, vision and desire. Camino Real Hotels has done that, and is a model to other companies out there on how to successfully get back in the game following adversity.”

For more information, please contact EZYield.com sales at +1 407.629.0900, email [sales@ezyield.com](mailto:sales@ezyield.com) or visit [www.ezyield.com](http://www.ezyield.com).

**About Camino Real Hotels** | Camino Real Hotels, a Mexican hotel chain with over 40 years of experience in the tourism industry, is part of “Grupo Empresarial Angeles”, a 100% Mexican company. Its business branches include health, education, communications, financing and tourism hospitality services. Currently, Camino Real Hotels operates and manages 29 different hotels placed in Acapulco Diamante, Mexico City’s International Airport, Ciudad Juárez, El Paso, Texas, Guadalajara, Guadalajara Expo, Guanajuato, Ixtapan de la Sal, Manzanillo, Monterrey, Nuevo Laredo, Oaxaca, Pachuca, Pedregal – Mexico City, Perinorte – North Mexico City, Polanco Mexico-Mexico City, Puebla, Puebla Angelópolis, Santa Fe – Mexico City, Saltillo, San Luis Potosí, Sumiya Cuernavaca, Tampico, Tijuana, Torreón, Tuxtla Gutiérrez, Villahermosa, Veracruz, and Zaashila Huatulco.

**About EZYield** | Since introducing the world’s first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, 3,000 hotels in 75 countries utilize EZYield.com’s award-winning, advanced channel management software to streamline the distribution of rates and inventory to 500 forward distribution channels in multiple languages and 168 currencies. EZYield.com’s SaaS web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the America’s, in order to provide continuous live support to their clients around the world. For more information, please visit [www.ezyield.com](http://www.ezyield.com).